



Electromagnetic Field

Core Brand Guidelines



Raleway

Thin Extra-light Light Regular Medium **Semi-bold** **Extra-bold** **Black**

Our typeface is Raleway.

Raleway is freely available and licensed under the [Open Font License](#).

Download/activate: for free

- [For PC](#) (via League of Moveable Type)
- [For Google Docs](#) (via Google Fonts)
- [For Adobe Creative Cloud](#) (via Adobe fonts)

Body-copy and logo text (excluding year) are in Raleway Regular.

Headers and logo year are in Raleway Semi-bold.

Our system font is Trebuchet MS, used when Raleway is not available and/or when fonts cannot be embedded (e.g. slide presentations).



Logo

Where possible, logo only exists on dark background.



The year is added in semi-bold after 'Field'.



The year may change colour to match the yearly theme:



Only if required, the logo flips to black on a white a background. Avoid if possible.

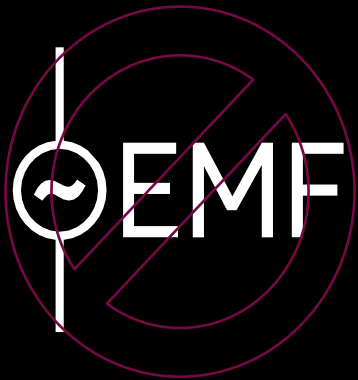


Try and give the logo as much room as possible. It should at least have one 'E' height around it, as per this diagram.

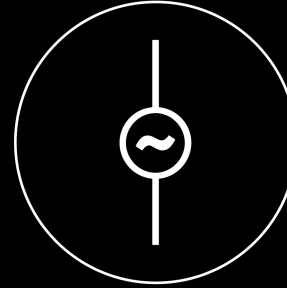
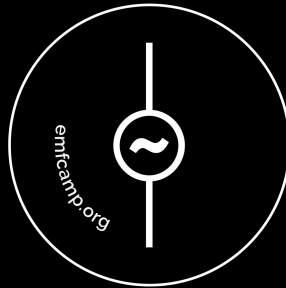


The old 'EMF' logo is deprecated and should not be used.

The letters EMF are only used in letter limited situations like usernames and URLs.



If the full logo is too large to fit onto your project, there are two emblem only options available for use.





Logo

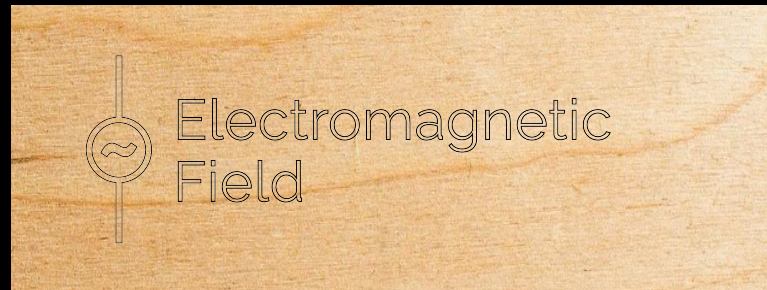
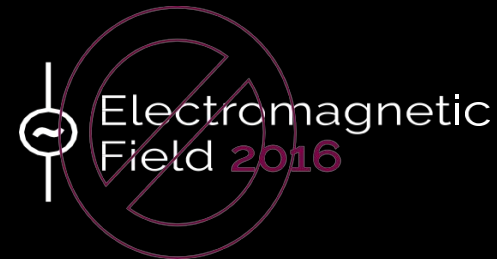
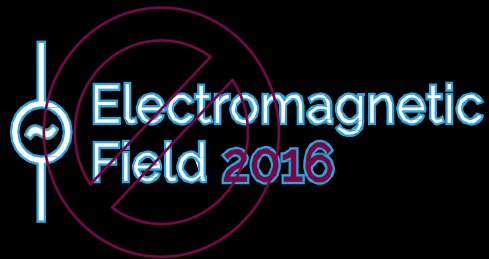
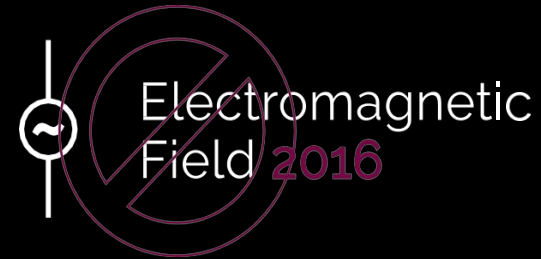
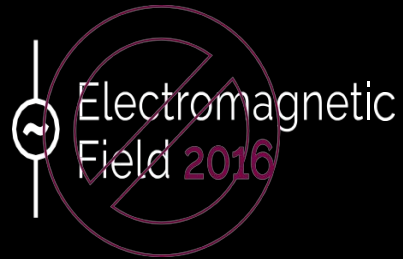
Do not distort the logo when using.

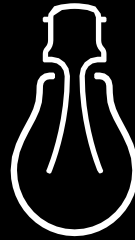
Do not change the distance between objects.

Do not add a stroke, shadow or other effects.

If you are unsure of how to use the logo, please just get in touch, we are more than happy to help in whatever way possible.

Do use the outline only if putting logo on via laser cutter or other manufacturing device and want to save on etching time.





The Electromagnetic Field theme and imagery was invented and imagined by Jake Howe, a graphic designer, photographer and maker based in the Nottingham area.

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Updates were made in April 2022 by Evelyn Greeves.

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